

REMARKS

Reconsideration and allowance of this application are respectfully requested. Claims 8-14 and 18-47 are cancelled. Claims 1-7, 15-17 and 48-51 remain in this application and, as amended herein, are submitted for the Examiner's reconsideration.

The present Amendment is supplemental to the Amendment under 37 CFR 1.116 dated October 31, 2006.

A Request for Continued Examination is submitted with the present Amendment.

In the Amendment dated October 31, 2006, Applicants pointed out that the Kenney patent, which the Examiner relied on in view of the Kurokawa patent in rejecting claim 1, teaches a sequence of images which are displayed in an order determined by a shopper rather than being displayed in a predefined order, and therefore the images displayed using Kenney's system would not be considered a "program" by person of ordinary skill in the relevant art. (See pages 7-8 of the Amendment.)

In the Advisory Action, the Examiner now asserts that:

Additionally, Applicant further relies on the fact that the sequence of images that are displayed is determined by the user and not presented in a sequence. The Examiner notes that this recitation is not in the claims, and though the claims are interpreted in light of the specification, limitations from the specification are not read into the claims.

Though Applicants maintain that a "program" implicitly has a predefined order, claim 1 is now amended to more clearly show this distinction over the cited sections of Kenney.

Also, the relied-on sections of the other references cited by the Examiner do not remedy the deficiencies of Kenney, and therefore claim 1 is patentably distinct and unobvious over the cited references.

Claims 2-7, 15-17 and 48-51, which depends from

claim 1, are therefore distinguishable over the cited references for at least the same reasons.

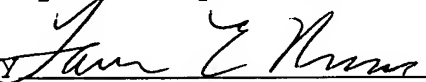
Applicants therefore respectfully request the withdrawal of the rejections under 35 U.S.C. § 103(a).

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that the Examiner telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which the Examiner might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: December 1, 2006

Respectfully submitted,

By 

Lawrence E. Russ

Registration No.: 35,342
LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP
600 South Avenue West
Westfield, New Jersey 07090
(908) 654-5000
Attorney for Applicant